

# Lexmark Recognized with a 5-Star Rating in the 2020 CRN® Partner Program Guide

## The IT Channel's Top Partner Programs are Highlighted.



Lexmark Connect, the channel partner program offered by Lexmark, a global imaging solutions provider, has received a 5-Star rating from [CRN®](#), a brand of [The Channel Company](#), in its 2020 Partner Program Guide. This annual guide is the definitive listing of the most rewarding partner programs from technology companies that provide products and services through the IT channel. The 5-Star rating is awarded to an elite group of companies that offer solution providers the best of the best in their partner programs. This is the third year in a row that Lexmark has received this designation.

The Channel Company's research team analyzed each vendor's partner program to determine the 2020 5-Star ratings. Each was scored based on several factors, including investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support, and communication. Based on that assessment, the partner program with Lexmark stands among the elite technology suppliers in the IT channel, providing maximum value and support for solution providers.

Lexmark Connect provides all types of partners access to innovative imaging solutions and technologies, as well as tools, resources and benefits that help them win more business opportunities and improve their bottom line.

In addition to regular promotions and financial benefits that motivate partner sales teams to grow and maximize profits, Lexmark Connect is structured to reward partner success.

Lexmark Connect provides different program tracks for a customized experience, tailored to the partner's specific business model and customer base—for Business Solutions Partners, Commercial Partners and Distribution Partners.

"With the speed and complexity of technology today, solution providers need partners that can keep pace and support their growing business," said Bob Skelley, CEO of The Channel Company. "CRN's Partner Program Guide features insight into the strengths and benefits of each company's program to identify those that truly support and drive positive change within the IT channel."

"When we relaunched the Lexmark Connect global program earlier this year, our goal was to drive growth with a program that focused on simplicity," said Sammy Kinlaw, Lexmark vice president, Global Channel Sales. "Lexmark Connect has met that goal by providing a program that allows our partners to tap into our deep bench of tools and resources and bring an offering to the table that is easy to enroll in, easy to follow, and most importantly, easily allows our partners to improve their bottom line."

The 2020 Partner Program Guide will be featured in the April issue of CRN® and online at <http://www.crn.com/ppg>.

## Supporting Resources

- [Learn more](#) about Lexmark Channel Programs.
- [Subscribe](#) to the Lexmark News Blog.
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## About Lexmark

[Lexmark](#) creates innovative imaging solutions and technologies that help customers worldwide print, secure and manage information with ease, efficiency and unmatched value.

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#### **About The Channel Company**

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers, and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. <http://www.thechannelcompany.com/>

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